

# 100% Tobacco-Free Schools: Overview

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NC Asthma Summit  
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# What is a 100% Tobacco-Free School?

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Prohibits all tobacco use by students, school staff, and visitors on school property, in school vehicles, and at school functions at all times.



# Why is a 100% TFS policy needed?

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- According to the 2005 NC Youth Tobacco Survey, 20.3 percent of North Carolina's high school students have used tobacco in the last 30 days.
- 5.8 percent of NC's middle school students have used tobacco in the last 30 days.
- From 1999 to 2003, N.C. saw only modest improvements in smoking rates. However, from 2003 to 2005, significant changes in smoking rates by both middle and high school students occurred.



# Tobacco Use & Student Health

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- ❑ Student asthma rates are at an all-time high.
- ❑ NC students lose a cumulative total of 1 million hours of instruction per year due to breathing-related sickness
- ❑ Second-hand smoke is a risk factor for the development of asthma
- ❑ Increased risk of an asthma attack— even at low levels of exposure

# Strong support for 100% TFS

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- Gov. Easley, Lt. Gov. Perdue, others; Sept. 2006 resolution from State Board of Education
- Health and Wellness Trust Fund begins the Teen Tobacco Prevention Program in 2002- through Tobacco Prevention & Control Branch
- Only **14** TFS Schools before 2002; **84** today
- 95% of North Carolinians –regardless of region-support having a TFS policy in their child's schools  
(*UNC School of Medicine, 2005*)

# Does a TFS Policy make a difference?

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**YES!** And we have proof:

- School systems with a TFS policy in place for 3 or more years have **40% fewer student smokers** than other schools (*NC Youth Tobacco Survey, 2005*)



# COMMON QUESTIONS

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*AND RESOURCES FOR HELP*

# **How do you get folks to comply with this policy?**

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Well, look at it like this.....



# Enforcement vs. Compliance

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- ❑ It's not about enforcement. No one needs to be the tobacco police.
- ❑ School systems want folks to *comply* with the policy. The most effective way to get folks to *comply* is to *inform* them of the policy.
- ❑ Developing and implementing a plan to make students, staff and visitors aware of the policy before they ever come on campus (or use tobacco on campus) will drastically reduce the need for reminders.
- ❑ When violations occur, what do you do? Simply remind people of the policy.

# Tools for successful compliance

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- ❑ The policy **must** be communicated well in advance of effective date
- ❑ Staff must tactfully remind those who use tobacco of policy
- ❑ Ongoing reminders
- ❑ Develop implementation plan-state resources
- ❑ Reminders at sporting events
- ❑ School officials often expect problems but find they don't occur

# How do you get **contractors, staff and others** to comply?

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- ❑ Place notification of 100% TFS policy in the contract
- ❑ Remember, contractors and staff can go off-campus
- ❑ Provide sufficient lead time before policy becomes effective- use that time to inform staff, contractors and public
- ❑ Provide verbal reminders and TFS signs
- ❑ Make sure staff are aware of cessation resources
- ❑ When staff see people using tobacco products, they must intervene- and school officials must expect them to do so and give them the power to do so
- ❑ **Consistency is key, especially in the beginning**

# What about staff who are long-term tobacco users?

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- ❑ People don't quit their job – they quit smoking
- ❑ Giving staff ample notice before the policy goes into effect provides lead time to quit or cut back
- ❑ Cessation opportunities, resources- **health department, hospital, Blue Cross/Blue Shield, Quitline (1-800-QUIT-NOW)**- must be publicized!
- ❑ Off campus tobacco use is not prohibited

# How do you get the staff to intervene when violations occur?

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- ❑ With consistent communication about the policy prior to the effectiveness date, schools can stop many violations before they start
- ❑ Staff must understand scope of ban
- ❑ Administration must give staff the authority to intervene & *expect* them to do so- most violators are simply unaware of the policy
- ❑ “Enforcement’ is really nothing more than reminding people
- ❑ Perceived effectiveness of policy
- ❑ Intervention early in TFS, consistency are crucial



# A 100% Tobacco-Free Schools policy will...

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- ❑ Help adults be good role models for students
- ❑ Keep students safe and healthy by reducing youth tobacco use and absenteeism
- ❑ Support prevention messages
- ❑ Provide safe environment by reducing exposure to second-hand smoke
- ❑ Make the campus environment cleaner



# A 100% Tobacco-Free School Policy will...

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- ❑ Save the school system money
- ❑ Comply with state and federal law.
- ❑ Model respect for state laws designed to limit access to tobacco by children.
- ❑ Prepare students for the reality of a smoke-free workplace and community.

# RESOURCES

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- **Free Signage:** Signs, banners, decals and other promotional materials
- **Compliance Workshop:** Training for staff responsible for policy implementation. Covers implementation planning, compliance challenges and solutions; and lessons from other TFS districts.
- **Web Resources**
  - [www.healthwellinc.com](http://www.healthwellinc.com)** - Provides the public with basic information about tobacco-free schools and 1-800-QUIT-NOW.
  - [www.nctobaccofreeschools.com](http://www.nctobaccofreeschools.com)**- Provides professionals with detailed information about TFS program.
- **Technical Assistance:** Help school districts and others develop advocacy strategies, address compliance, establish alternative to suspension or youth cessation programs and other needs



# QUESTIONS?

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